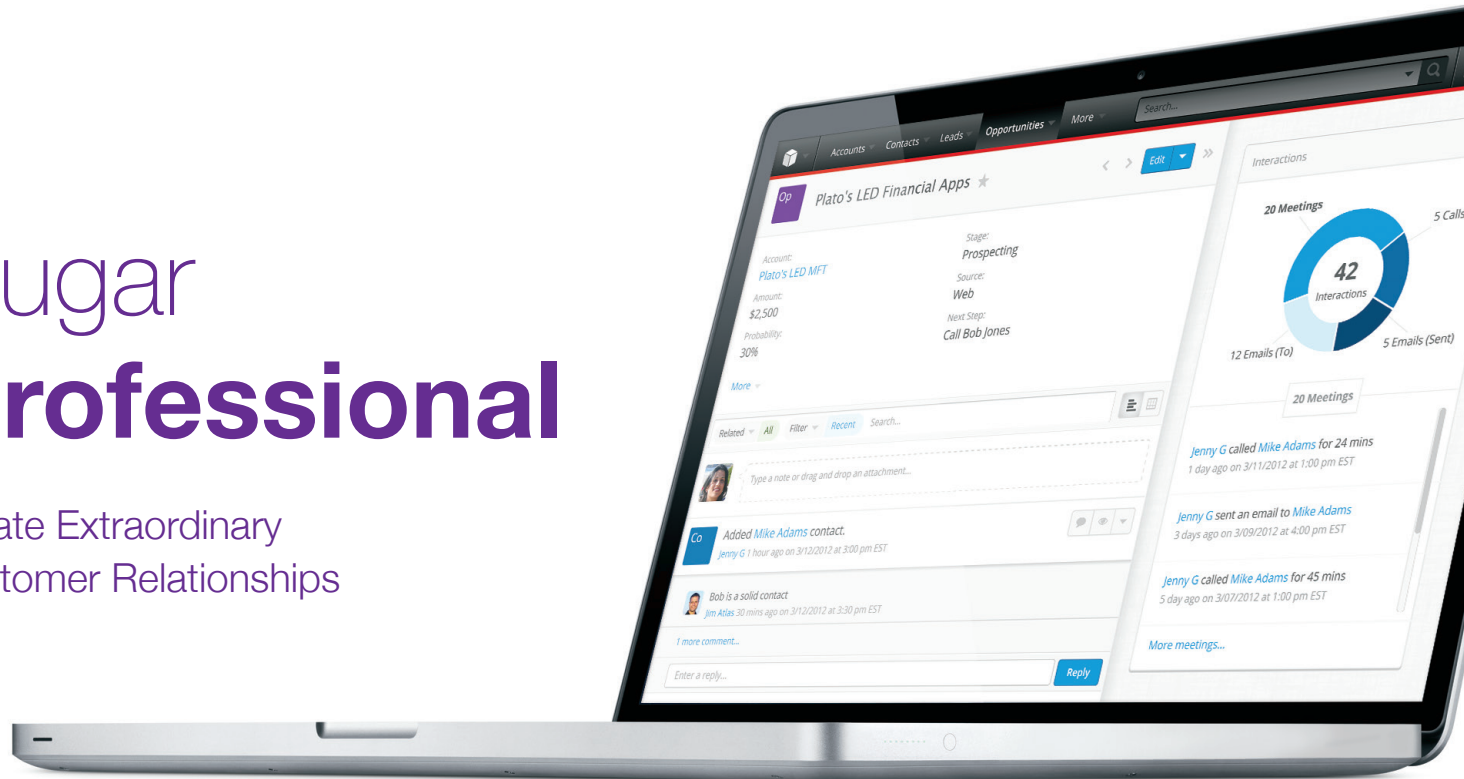


# Sugar Professional

Create Extraordinary Customer Relationships



## CRM That Puts Individuals First

Sugar helps you make personal, one-to-one connections with every customer. With Sugar, your entire organization can build better customer relationships that set you apart from your competitors, grow sales, improve satisfaction, and drive more effective marketing campaigns.

Sugar puts your individual needs first, unlike traditional CRM systems that focus on tracking and managing sales by using a "one size fits all" approach. Our innovative user-focused design, Sugar UX™, makes Sugar simple and engaging to use whether you're at your desk or on a mobile device. Sugar UX's contextual intelligence helps you discover new customer insights, collaborate more effectively, and make better, faster decisions.

## Your Business. Your CRM.

Sugar Professional is designed for your growing business. Our standards-based, extendable platform supports rapid deployment of powerful solutions, business process enhancements, and social media integrations for your entire organization. We can host Sugar for you in the cloud, or you can install and manage it on your own servers. As your business grows, Sugar will grow along with you to ensure the longest service life and highest return on investment.

# Build Personalized Customer Expertise to Drive Engaging Marketing, Stronger Sales, and Real Customer Satisfaction

## Save with the Lowest Total Cost of Ownership

Sugar Professional is a complete solution that includes all three pillars of core CRM (sales force automation, customer service and support, marketing automation) for one price, without unexpected add-ons or hidden costs. Sugar's managed as a single system to reduce overhead and complexity while minimizing training and ongoing support requirements. From its open architecture to its numerous deployment options, Sugar provides a higher value over a longer service life.

Gain individual customer insight to drive sales, marketing, and support excellence

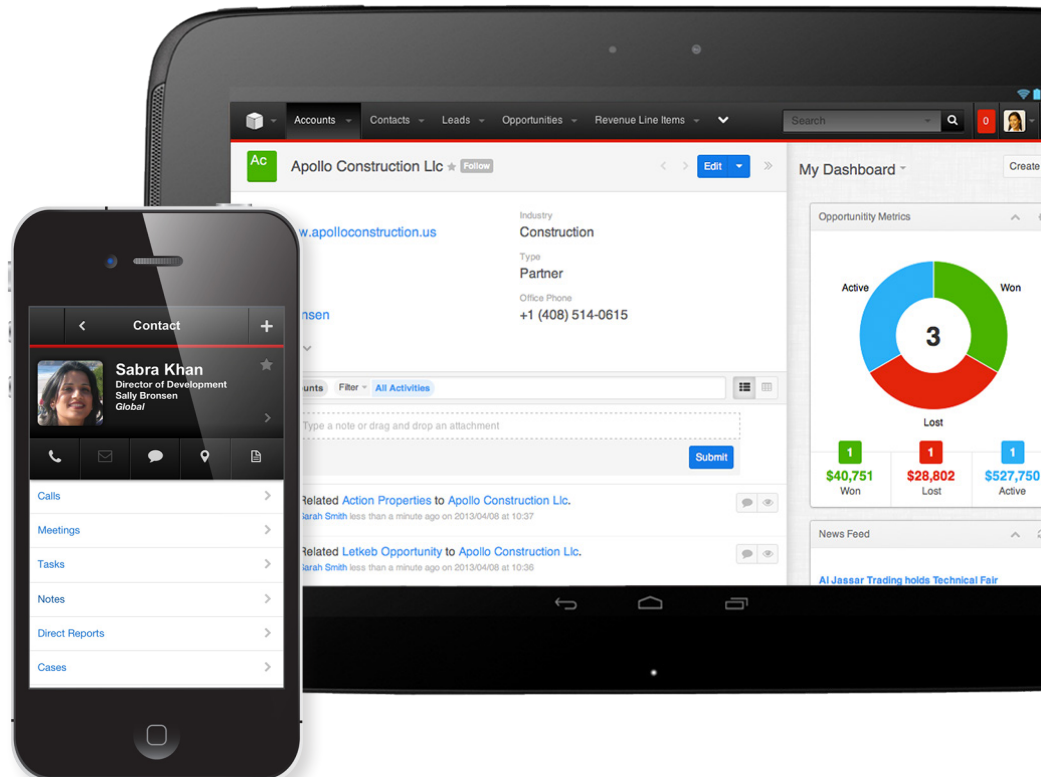
Boost productivity by empowering users with timely, accurate information

Build teamwork and collaboration across the organization, producing consistent, high value customer interactions

“

Sugar provides a 360-degree view of customers and prospects and allows a better, more focused sales approach.”

Ralf Schütte, Head of BDC, CRM and Marketing Communications, LUEG Group



GET YOUR **FREE TRIAL** OF SUGAR PROFESSIONAL AT [www.sugarcrm.com/freetrial](http://www.sugarcrm.com/freetrial) or call +1 877.842.7276

### Increase Sales Growth and Productivity

- Help your reps connect and sell, not bog down with data entry
- Focus reps on the right opportunities and tasks to make quota every time
- Provide expertise and team collaboration to your reps when it matters most: when selling

### Turn Customer Support into Customer Satisfaction

- Use Sugar's customer insight to improve service and reduce handling time
- Provide consistent service across customer touch points and social channels
- Deliver expert service backed by the power of shared knowledge across the business

### Improve Marketing and Sales Collaboration

- Build customer mindshare by using personalized customer information across your business and social channels to engage and drive responses
- Deliver results by placing useful prospect insight in the hands of the sales organization
- Increase lead conversions by understanding which campaigns, leads, and accounts contribute the most to your sales pipeline

### Collaborate with Activity Streams and Social Integrations

- Gain immediate visibility into data updates, activities, and interactions with Sugar activity streams
- Engage customers through their preferred channels via integrations with Twitter, LinkedIn, Facebook
- Meet and collaborate from within Sugar using IBM SmartCloud Engage, Google Docs, Cisco WebEx, GoToMeeting
- Use your existing business applications with Sugar: Microsoft Outlook, Word, Excel, IBM Lotus Notes
- Get a more complete customer view with integrated business insight: InsideView and Hoovers
- Capture your business contacts and communications quickly and effectively by importing contacts from Gmail, IMAP, Google and LinkedIn, then archiving email automatically

### Get Anytime/Anywhere Mobile CRM Access

- Work seamlessly with native apps for iOS, Android, and BlackBerry
- Gain device independence with Sugar's mobile browser support for any smartphone or tablet
- Reduce training and boost productivity with Sugar's common interface for desktop and mobile

### Experience the Benefits of Sugar's Open Platform

- Run Sugar anywhere: in the cloud or behind your firewall
- Integrate Sugar seamlessly with your existing business applications
- Take advantage of Sugar's developer and partner ecosystem to grow Sugar with your business
- One CRM. One Price. No hidden costs for a low TCO

“With Sugar, we can see the last time a customer was contacted and the nature of the contact: call, email, meeting, etc. It's updated constantly, and ensures that we're efficient and don't leave any of our customers behind.”

Brad Payne, Client Services Administrator, Hilldrup

## SugarCRM

[www.sugarcrm.com](http://www.sugarcrm.com)

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